

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, NOVEMBER 1, 1889.

No. 8.

THE CRITERION

For All Advertisers

By which the Economy and Efficacy of any
Medium is Judged

IS

THE SUNDAY WORLD.

With Over a Million of Readers,

IT

LEADS ALL In Circulation,
In Advertising,
In Results Obtained.

Performance is Better Than Promise.

FIGURES TALK Number of Copies of Seven Prominent Sunday Papers Drawn by
the Three Principal News Companies of New York, Oct. 6, 1889.

	WORLD	SUN	HERALD	JOURNAL	PRESS	TRIBUNE	TIMES
American News Co.	48,000	26,000	12,200	14,763	8,200	8,550	7,300
Nassau News Co.	20,608	11,500	6,700	7,600	3,100	2,100	2,600
Harlem News Co.	10,400	4,800	3,500	2,360	1,300	1,700	1,850
Total,	79,008	42,300	22,400	24,723	12,600	12,350	11,750

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ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

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To the Point.

When people see a man advertise they conclude he is a business man.—*Elmira (N. Y.) Advertiser.*

THE man who does not find advertising profitable generally finds business unprofitable.—*N. C. Fowler, Jr.*

Advertising is the rhetoric and not the logic of trade; it's business is to persuade and convince.—*The Modern Advertiser.*

Newspaper advertising, rightly started, rightly stuck to, solidly backed up, ensures business success.—*Ayer's Newspaper Annual.*

You do not, any of you, advertise enough. You are asleep and want your business to run itself. You ought to use printers' ink every day.—*P. T. Barnum.*

Care should be taken to see that every advertisement expresses a business idea clearly and definitely, so as to be easily remembered.—*J. W. Thompson.*

Was newspaper advertising a success with you last year? If not—why not? It pays others. It ought to pay you; and will, if wisely done.—*Ayer's Newspaper Annual.*

Get a good article, advertise liberally but judiciously; advertise the truth; set forth the announcement in a neat, simple but pleasing way, and satisfactory results will follow.—*Home Journal.*

No form of communication with the public is so cheap as newspaper advertising; no agent is so moderate in his charge and none so untiring in his work as the live newspaper.—*Rome Sentinel.*

Let the skeptic look around him in any city or business center, and note the most successful business men there. Who are they? The careful and judicious advertisers, invariably.—*Reading (Pa.) Eagle.*

THAT the longest pole does not always knock the persimmon (especially should the long pole lie in innocuous desuetude while the short one is being vigorously wielded) is most forcibly illustrated in the art of advertising.—*Southern Live Stock Journal.*

To be conspicuous in a crowd, one must have marked characteristics. So it is with an advertisement in the crowded columns of a newspaper; in order to produce the best result, it must be clear, definite, conspicuous and fresh.—*J. W. Thompson.*

To reach the people and to hold before them your name and business in honest advertisements pays. Promises not kept, or, to speak more plainly, dishonest advertisements, not only injure the advertiser's business, but also the paper that contains them.—*Inland Printer.*

The prevailing idea seems to be that the greater the variety of types used in an advertisement the handsomer it is, and black rules, fancy dashes, "ornaments" are brought in to assist in deforming the advertisement. This is all wrong. The simplest is always the best.—*N. Y. Home Journal.*

THERE are hosts of honorable advertisers, the number of which is daily increasing, who would no more think of misrepresenting in their advertisement than they would in their own office or salesroom. It pays consumers to read the announcements of responsible and honorable firms for the sake of the business information they gain.—*Table Talk.*

THE SYNDICATE NEWS-PAPER PLAN.

The syndicate and the plate matter associations are in the line of progress. The syndicates have been of but few years' growth, but it is not too much to assert that they have exerted a powerful influence for good in journalism. They have, by placing the best literary matter within the reach of papers of comparatively small capital, raised the general tone of newspaper work. Even the least discriminating editor realizes that a bright, sparkling story by a first-class man—which if he were to buy it "exclusive" would cost him fifty dollars, but which, through the syndicate, he gets for five—does not look well alongside of a stupid "special" from Soaker, a member of the local "old guard."

And so Soaker is crowded out?

Naturally.

Some of the recent enterprises of the syndicates put the old-time work of the *Herald* in the shade. Mr. Bennett sent Stanley into Africa, but he made a great advertisement out of it, and quite right he was to do so, too. Mr. McClure, the syndicate man, sends Ebers, the most famous Egyptologist in the world, to Egypt to collect materials for a novel; he sends Rider Haggard to Syria on a similar errand, and he starts Henry Norman, of the *Pall Mall Gazette*, on a tour around the world.

The American Press Association and the A. N. Kellogg Newspaper Company, the two great plate matter concerns have practically absorbed the plate business of the country, and they do it well. The American Press Association has at its headquarters in New York a more completely equipped plant than many of the larger dailies. A large staff of editors and special writers of the best class, skillful artists and engravers and an organization that runs like clockwork combine to make a newspaper enterprise worth visiting. The American Press Association has probably done more than any other concern to raise the standard of newspaper illustrations. They employ none but the best artists and their work shows the result. Yet, so complete is their system that they can supply to papers for two dollars, pages ready set, which cost at least one hundred and fifty dollars for the literary and art work alone. The A. N. Kellogg

Company does a similar business, with the addition of making "patent insides."

The system has grown and expanded in a wonderfully short space of time, and proved not only its value, but its necessity beyond the reach of any arguments.—*N. Y. Journalist*.

THE American people of to-day are a reading, thinking and bargain seeking class, and they as naturally turn to the advertisements in the columns of their favorite newspaper for places in which to secure needed articles at the lowest current price, as the traveler refers to his guide-book and time-table for information when about to start on a journey.—*Geo. M. Guernsey*.

The merchant or manufacturer who hopes to do a large and successful business to-day, while adhering to the popular methods of half a century ago, will be disappointed. Any individual or firm who is unwilling to keep pace with modern progress, and adjust his methods to the wants of his age, does not merit success.—*Table Talk*.

"WELL, I declare," said Mrs. Brown as she took up the *Springfield Republican* of Oct. 4th, "If Walt Whitman hasn't come to writing advertisements for dry-goods stores. Poor man!" And she pointed to the following:

A soft, quiet stuff, serge-like—but not a serge—with woven side-band of soft figures.
A closely woven cloth with Persian touches of silk embroidery.
Plaid, sprinkled with pretty touches of wool, in contrasting color; ditto in silk.
Soft, plain serge-stuff with leaves of woven embroidery for the border.
Serge with garniture of dull-colored stripes on same for border.
Silk jacquard figures on a wool melange weave.
A soft twilled stuff with uncertain shadowy figures; ought to be looked at two or three yards away.
Foule with leaves of heavy woven embroidery.
A soft, plain mixture with steelish silk side-bands.
A two-color twill of soft wool with heavy stripes of color.
Persian effect; fine wool ground heavily covered with brocaded figures of lighter or darker matched wool.
Side-band of cluster stripes on a foule serge.
Plain melange weave with silk stripe novelty for garniture; ditto with brocade stripe.
Hourette effect on a camel-hair weave.
Feather stripes. A sort of wavy close effect on a peculiar weave.
Camel-hair serge with a modest sprinkling of the hanging hairs.
Broches, sketchy figures of darker matched wool.
Side-band on a soft fuzzily foule serge surface.
—*N. Y. Evening Post*.

CHOICE OF POSITIONS FOR ADVERTISEMENTS.

Mr. George M. Guernsey, in an address before the Connecticut Press Association, made the following points against the practice of selling preferred positions for advertisements:

"The modern change from the 'folio' to the 'quarto,' or eight-page form, is the direct result of yielding to the demands of advertising agents for special positions for their patrons."

"The local merchant is obliged to pay a higher price for a less desirable position."

"It is an absolute injustice to the home patrons to allow out-of-town parties privileges and rates not accorded to them."

"The only valid reason for admitting such matter is on the condition of receiving therefor a largely increased remuneration."

"The stipulation of a certain designed space is often used as a means of securing additional insertions without charge."

"Preferred positions give the advertiser control of the columns of a newspaper."

"In giving an advertiser a regular stated position, the foreman is often put to the greatest inconvenience in making up, many times having to re-arrange entire columns to accommodate an 'ad.' at 'top of column, next to reading matter,' or to place locals 'among pure reading matter.'"

"Preferred positions give a stereotyped sameness to the typographical and general appearance of the paper, and often cause the artistic printer to utter forcible if not elegant remarks as he gazes with merited disgust upon some black and unsightly cut, homely portrait or staring line of poster type, appearing week after week in the same spot—an eyesore and a blemish."

"Reading notices in body type among home news items will in time destroy the interest of the readers in perusing the editorial record of daily events."

On the same subject, Mr. B. W. Maples, President of the Connecticut Press Association, expressed his views as follows:

"The only honorable course is to treat all men alike, charging the same price to all, and requiring each advertiser to accept 'the run of the paper.' Short and transient advertisements naturally fall on the pages last to press and next to reading matter. Long advertisements, more particularly double-column and display, are banished to such places as they can occupy with least damage to more modest advertisers. Double-column and poster-style advertisements in the least desirable places are as well treated as body type advertisements in more desirable positions."

It seems to be admitted, on all sides, however, that when the newspaper publisher does sell a preferred position or consents to in any other way to tie his hands and deprive himself of liberty, he should be careful to perform his contract and deliver the pound of flesh. Mr. J. R. Bettie, President of the National Editorial Association, has spoken on this point as follows:

"I think it best to refuse to undertake contracts of a complicated nature. I have been

offered those which I believe were made intricate for the sole purpose of causing small errors, to my loss and the gain of the advertiser. We cannot scan our contracts too closely, nor be too careful about undertaking what is beyond the limits of our facilities. But having undertaken the job, we must, of course, work to 'the plans.' It is certain that failure to fulfill contracts, with consequent difficulties in settlement, have had a large share to do with the difficulties so frequent between publishers and advertising agents. It is very trying to pleasant business relations to have accounts, believed by the maker to have been fully earned, unjustly cut down or refused on account of claiming wrong insertions. It does not make it much easier when the advertiser proves from the files, as he generally does, that he is right."

THE AGENTS' METHODS.

"The advertising agent and advertiser acting together select their list of papers, larger than they need, and send out a cut price offer so low that it is not expected all will accept. On receipt of replies they are often surprised at the number who accept the cut rate. If desirable papers decline in sections essential to be covered, they then try the next best paper in the same localities. If this fails, they may return with an amended order slightly advancing the first offer. If the declination is continued and positive, the full price may in rare cases be paid to important papers, or the incorrigible publisher disciplined by being passed altogether for the season. Is it likely that such a drag net as this will fail to find rock bottom price? For one, I am ready to concede their right to find bottom. If one advertising agent fails to find it for the advertiser, he is sure on renewal order to lose his customer to the agent who finds a lower level. When such expedients are necessary in order to reach lowest price, does any one further question the demand for the advertising bureau?"—*W. J. Richards, of Indianapolis News.*

LEADING mercantile houses, more particularly in the retail trades, pay high salaries to individuals who are capable of evolving novel and practical ideas of value in bringing their wares before the public in such a manner as to at once gain their interest and attention. Any printer may set an ad. which will look neat, harmonious and give evidence of the experienced workman, but few are capable of originating a distinctly new and attractive announcement.—*Typo. Messenger.*

CHEATING ADVERTISERS.

A BAD LOT.

There is constantly practiced, right here in Chicago and at sundry other points, a species of fraud upon advertisers which is neither more nor less than direct *lying money out of them*. It is also an injury and loss to others in the same line of business.

To illustrate: Suppose an Implement Manufacturer or a Breeder and Seller of Live Stock, or one in any other business, should go to two printers, A and B, and say to them: "I wish to have my business cards printed and sent out to 25,000 or 50,000 persons likely to be interested in them; what will you charge me?" A offers to print 25,000 for \$48, or 50,000 for \$90, mailing- and postage included. B offers to print 25,000 for \$44, or 50,000 for \$77.

First, suppose the advertiser concludes to send out 50,000 cards, and gives half the job to A and half to B, or 25,000 to each. A goes on and honestly prints and circulates the full 25,000 cards as agreed; but since the advertiser cannot personally oversee the job, B secretly prints and circulates only 8,000 cards, or at most 10,000, yet brings in a bill to the advertiser and takes pay for the full 25,000 cards. Does he not actually cheat him out of 60 per cent. of the money?

Second, suppose the advertiser decides on using only 25,000 cards, and asks another estimate. A figures out the lowest price for which it can be done, at a living profit, and offers to take \$47, intending to give honest count in the cards printed and circulated. But B offers to do it for \$40, with the secret intention of actually printing and circulating only 8,000 or 10,000 cards, because the advertiser will not know of the fraud. Is not that direct stealing? Is it not also a fraud upon A, to take the work from him by falsely offering a price which would be a loss? Frauds just like these are practiced every week by certain professedly Agricultural Journals.—*Orange Judd Farmer.*

The skillful advertiser, by his way of putting things and calling attention to his goods, does much to make a journal valuable and interesting. Fresh, breezy advertisements are not by any means the least interesting and valuable points of a live, wide-awake journal. *Typo. Messenger.*

The *American Storekeeper* submits the following as model advertisements, which may be made use of by any one, by merely substituting the name of the user for that of Brown or Black.

Let those buy now who never bought before,
Let those who always bought now buy the more:

Our goods for fall are new and good and cheap;
Don't buy elsewhere, but look before you leap.

"Procrastination is the thief of time,"
The pennies saved—you have the dime.
To trade at Brown's means wealth and health;
Wealth from our cheapness, from our goodness, health.

"At thirty man suspects himself a fool;
Knows it at forty and reforms his plan."
Who buys at Black's will ne'er be made a fool
Of a bold, bad store-keeping man.

"Thy purpose firm is equal to the deed;
Who does the best his circumstances allows
Does well, acts nobly; angels could no more,"
Save buy their dresses at the Boston store.

"How blessings brighten as they take their flight,
Better to sell cheap and do right
Than have a mortgage on the village lots
Of half your customers. Yes, that is what's
The matter. Buy goods at Brown & Black's.

"Wishing, of all employments, is the worst,"
So said the poet, now dead and turned to dust.
Were he alive, and with desire beset,
He'd wish for bargains now at our store,
You bet.

"The blood will follow where the knife is driven,
The flesh will quiver where the pincers tear,"
And trade will follow where the merchant's striven,
As Brown & Black, to make their prices fair.

"What can we reason but from what we know?"
Brown sells the goods because his prices low
Bring him the custom. Others brag and blow—
But he the goods does sell, that all allow.

"Worth makes the man, and want of it the fellow;
The rest is all but leather or prunello."
Worth makes the bargain, and want of it the cheat;
Brown's prices and his goods are never to be beat.

THE man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him, was the eldest brother of the man who kept store and did not advertise, because he reasoned that the purchasing public would back up to his place when it wanted something.—*The Sioux City (Ia.) Tribune.*

AN ILLUSTRATION.

LORD & THOMAS,
NEWSPAPER ADVERTISING,
45 TO 49 RANDOLPH ST.,
CHICAGO, Oct. 11, 1889.

To the Editor of PRINTERS' INK:

DEAR SIR—The enclosed is, we think, a letter worthy of some notice in the columns of your journal. It illustrates what a sensible country publisher may think of his own blunders.

If you deem it worthy of a little notice in the PRINTERS' INK, we shall be pleased to have you mention it.

You may return the letter after you are through with it. Yours truly,

LORD & THOMAS.

OFFICE OF THE GAZETTE,
A LIVE LOCAL AND COUNTY NEWSPAPER,
Oct. 9, 1889.

Lord & Thomas, Chicago, Ill.:

GENTLEMEN—I have inserted the advertisement of Dillon Bros., but have neglected to send you files of paper. If I can find them I will send them to you. I regret to lose my pay for the work, but it is my own carelessness. Respectfully yours,

F. R. ALDRICH.

P. S.—I place your name on list this week.

F. R. A.

Advertising agents promise their customers that they may see complete files of the papers in which their advertisements appear. Some of their advertising patrons make a practice of examining and checking each appearance of the advertisement in every paper, and these generally require the same allowance for a missing paper that would be demanded for an actual omission: that is, an additional insertion or a pro rata reduction from the bill. The advertiser holds the agent responsible, as is right and proper that he should, and the agent in turn requires a corresponding allowance from the newspaper which has been remiss. These allowances are a fruitful source of annoyance. The publisher hates to lose his pay or to admit that he is wrong; the agent deprecates the additional bookkeeping and correspondence which is entailed by demanding and obtaining the allowance from the publisher. The agent is also a loser by the allowance—to the extent of losing his commission upon the amount thereof. Finally, the advertiser is always best satisfied with that paper which does exactly as was stipulated in the contract, and thus earns and receives the full sum agreed upon for the service.

THE action of the publisher concerned in the correspondence printed above, who cheerfully consents to stand the consequences of his negligence, if it cannot be remedied, is not unusual, and in most cases, with so fair a publisher, it is possible to obtain such proof of insertions as will satisfy agent and advertiser; nevertheless, it is better to carry out a contract as made and then no favors have to be asked, granted or refused.

ADVERTISING is a distinct art, as much so as the art of coal mining or of engine building. To be a successful advertiser one must at least understand the rudiments of that science which to-day is so little studied and so little understood. Any one can write an advertisement, and almost any one can write it to please the advertiser; but often the advertisement which is so gratifying to the writer will hardly attract a passing notice from the possible customer. Whether or not the advertisement be pleasing to the pride of the writer or advertiser is a question of small consideration, but vital importance hinges upon the capacity of the advertisement to attract the people, and, by attracting them, gain their intelligent attention, which, once obtained, must force the gist of the advertisement into their minds, and, if they be available customers to the line advertised, impress upon them the wisdom of an inspection of the goods advertised.—*About Advertising and Printing.*

"To discontinue an advertisement," says John Wanamaker, Philadelphia's great merchant, "is like taking down your sign. If you want to do business you must let the public know it. Standing advertisements are better and cheaper than reading notices. They look more substantial and business-like, and inspire confidence. I would as soon think of doing business without clerks as without advertising."

A NEWSPAPER of the smallest circulation is that published for the use of the Emperor of Austria, his Minister of Foreign Affairs, and his Secretary of State. A fourth copy is never issued. Its contents consist of the criticisms of the journals of the world upon his administration of government. Its annual cost is \$80,000.—*Washington (D. C.) Craftsman.*

FRED J. GRANT, 154 Nassau St.
 Detroit, Mich. Tribune.
 St. Paul, Minn. Globe.
 Pittsburgh, Pa. Dispatch.

L. R. HAMERSLY, 154 Nassau St.
 Washington, D. C. Star.
 Philadelphia, Pa. Golden Days.
 " " Inquirer.
 " " Record.
 " " United Service Magazine.

M. D. HANOVER, 154 Nassau St.
 Chicago, Ill. Evening Journal.
 Louisville, Ky. Commercial.
 St. Louis, Mo. Republic.
 Milwaukee, Wis. Sentinel.

J. E. JEWETT, 77 Bible House.
 New York City. Christian Herald.

E. KATZ, 154 Nassau St.
 San Francisco, Cal. Examiner.

JOHN LANE, 154 Nassau St.
 New York City. Family Story Paper.
 " " Golden Hours.

J. D. LORENTZ, 154 Nassau St.
 Galveston, Texas. News.
 Dallas, " News.

F. T. MCFADDEN, 154 Nassau St.
 Chicago, Ill. Tribune.
 Louisville, Ky. Courier Journal.
 " " Times.
 St. Louis, Mo. Globe Democrat.
 Cincinnati, O. Commercial Gazette.

ELLIS H. MASTERS, 154 Nassau St.
 New York City. Tribune.

F. K. MISCH, 38 Park Row.
 San Francisco, Cal. Bulletin.
 " " " Call.

C. C. MURPHY, 196 Broadway.
 Pittsburgh, Pa. Bible Teacher.
 " " Evangelical Repository.

F. W. NOSTRAND, 154 Nassau St.
 Denver, Col. Great Divide.
 New York City. L'Art de la Mode.

S. P. PALMER, 154 Nassau St.
 Special List of Pacific Coast papers.

A. FRANK RICHARDSON, 154 Nassau St.
 Indianapolis, Ind. News.
 Boston, Mass. Herald.
 St. Paul, Minn. Pioneer Press.
 Detroit, Mich. Sunday Sun.
 Kansas City, Mo. Star.
 Omaha, Neb. Bee.
 Albany, N. Y. Sunday Telegram.
 Elmira, N. Y. Sunday Telegram.
 Rochester, N. Y. American Rural Home.
 " " Democrat and Chronicle.
 Utica, " Saturday Globe.
 Toledo, O. Blade.
 Pittsburgh, Pa. Leader.
 Williamsport, " Sunday Grit.
 Harrisburg, " Sunday Telegram.

GEO. H. RICHMOND, 5 Beekman St.
 Chicago, Ill. American Housekeeping.
 Boston, Mass. Housewife.
 Brattleboro, Vt. Woman's Magazine.

NELSON M. SHEFFIELD, 154 Nassau St.
 Jacksonville, Fla. Times-Union.
 Kansas City, Mo. Journal.
 Buffalo, N. Y. Express.
 Rochester, " Herald.
 Syracuse, " Herald.
 Utica, " Observer.
 Pittsburgh, Pa. Post.

A. H. SIEGFRIED, 154 Nassau St.
 Chicago, Ill. News.

A. H. SYMONS, 5 Beekman St.
 New York. New York Weekly.

J. E. VAN DOREN, 154 Nassau St.
 Mobile, Ala. Register.
 Montgomery, " Advertiser.
 Pittsburgh, Pa. Commercial Gazette.
 Chattanooga, Tenn. Times.
 Memphis, " Appeal.
 Nashville, " American.

S. S. VREELAND, 150 Nassau St.
 Louisville, Ky. Post.
 Albany, N. Y. Morning Express.
 Binghamton " Leader.
 Springfield, O. Republic Times.
 Pittsburgh, Pa. Times.

S. C. WILLIAMS, 41 Park Row.
 St. Paul, Minn. Nat'l Law Reporter System.

THERE are two difficulties in the way of controlling this question of foreign advertising to which I will briefly call your attention. First, is the failure of publishers using ready prints to control the advertisements that go into them. The second is the desire many publishers have to publish an all-home-print paper in a patent town, which cannot be done successfully unless the editor, publisher and devil have patent-insides. This makes it necessary to fill the columns as cheaply as possible, because there are otherwise too many pockets to fill, and the result is that advertising is taken to save type-setting.—*President Folsom to the Arkansas Press Association.*

THE value of an advertisement is in proportion to the influence it exercises upon those who are thereby induced to purchase the article to which it draws attention. For local purposes, newspapers circulating extensively among a good class of readers residing within easy distance of the advertiser should always be chosen. If the subject-matter is of general interest, then the more widely circulated and more expensive mediums should be selected. The important thing is to ascertain what papers are read and likely to secure the object the advertiser has in view.—*English Newspaper.*

FORWARD AND BACKWARD.

IT WAS ALL A JOKE!

CHICAGO, OCT. 10, 1889.

GEO. P. ROWELL & CO.

In reading, says an exchange, there is, no doubt, much time wasted, and a certain amount of wearying effort caused to the eye, by the necessity of making with the vision a trip from the end of one line to the beginning of the next.

Some one has suggested that a decided gain seemed to be made for readers if their eyes did not have to make the jump back at all. This could be managed by having types cast adapted to "setting" the words in one-half the lines backward. Acting on this suggestion, an English type-founder has made some types after this method, and supplies the following example:

What a luxury
without
the inevitable
scramble back
to the end of each
line. See how it's
done!

WITH the rapid numerical growth of newspapers, the increased value of their contents, their enhanced circulation and influence, advertising has fully kept pace. To the United States is conceded the greatest growth in this direction. At the Declaration of Independence there were but thirty newspapers published in this country; to-day there are over 17,000. There is no intelligent person who does not read the papers and no discerning tradesmen knowing his own interests who does not advertise in them.—*Rome Sentinel*.

THE merchant, who is his own lawyer or his own doctor, does not fare much better than the merchant who does his own advertising, providing only that he advertises to extend his business, instead of putting a card in a newspaper simply because some of his competitors do so; this last being the principal motive for a great deal of useless expense.—*J. W. Thompson*.

GENTLEMEN:—We beg to call your attention to the concluding comment upon an article taken from *America* in the 1st of October issue of *PRINTERS' INK*. The suggestion of your comment is entirely gratuitous and unwarranted, which you will quickly perceive on reading the extract in question, which is purely fictitious and clearly a satire upon the system of paying for advertising in trade. We trust that you will make amends for what we cannot help believing to be a careless slip rather than an intentional judgment.

Yours respectfully,
SLASON THOMPSON & CO.,
Publishers of *America*.

THERE are almost as many means and manners of advertising as there are advertisers, and it would be strange indeed did not some of them fall short of their object. A few of the many reasons for failure may here be given: (1) Advertising at inopportune times and seasons; what good results can be hoped for from running a straw-hat or gauze-underclothing advertisement in the winter time? (2) Using inappropriate vehicles in which to carry the advertising; what good would it do to advertise farm implements in a jeweler's journal? (3) Using methods and language not calculated to inspire confidence either in the advertiser or the articles advertised; it is a losing policy to advertise a known inferior article as the best in the world, or to advertise a good article when it is intended to supply the demand with a poor one. (4) Advertising to a wrong class of readers; it would be poor policy to advertise sporting goods in a church paper, or church goods in a sporting paper. (5) Advertising spasmodically—"by fits and starts"; it nearly always proves a losing investment to spend a large sum in one issue of an advertising medium, or in one kind of advertising, and not follow it up with more; better do less at once and make it last longer. (6) Doing but one kind of advertising and depending entirely upon that for satisfactory results; the kind of advertising which will reach and attract one reader will have no effect whatever upon another.—*Inland Printer*.

In no way can you bring an important matter before a community better than through a local paper. No enterprise in the community is more worthy of a liberal support.—*Greensburg Independent*.

TWO METHODS OF ADVERTISING.

An examination of a few representative daily papers in leading American cities shows that merchants adopt two general styles of advertising. One might be termed the general announcement style, and the other the specific descriptive style. These two styles will cover almost any advertisement of a retail merchant which one will find.

Two brief examples will serve. They are both taken from the New York *Tribune*. One reads, the display of course not being used:

STERN BROTHERS
CONTINUE TO OFFER DESIRABLE LINES
OF
SEASONABLE GOODS
IN
ALL THEIR DEPARTMENTS
AT
EXCEPTIONALLY LOW PRICES.
32 to 36 West 23d St.

The other advertisement was in an adjoining column, and reads:

E. J. DENNING & CO.,
Successors to
A. T. STEWART & CO.
(Retail.)
To Reduce their Summer Stock
Largely they offer
UNUSUAL INDUCEMENTS.
3,000 Handsome
SILK UMBRELLAS,
Gold, Silver, Ivory, Onyx and
Antique Carved Wood Handles,
26 and 28 inch.
At \$1.50, \$2.00, \$2.75, \$3.50,
\$5.00 and \$7.50 each;
REDUCED FROM \$2.00, \$2.75, \$4.50,
\$6.00, \$10.00 and \$13.00.
GENUINE SPITALFIELDS
SILK UMBRELLAS
Best English Natural Handles,
(In Colors only)
AT \$5.75 EACH;
REDUCED FROM \$8.50.

Having given two examples in order to familiarize the styles to our readers, let us talk over their relative advantages. As the purpose of an advertisement is two-fold—to familiarize future purchasers with the name of the advertiser as well as to secure the immediate purchaser's patronage—each style has its separate field of usefulness. By the public announcement the merchant scatters his shot as a sportsman, who, while he may not send the leaden messenger of death direct to the vital part, brings down his game by a wound. He informs the people who read his advertisement that he is in business at a certain place, that he carries a certain

line of goods for sale, and then he adds some comprehensive phrase calculated to make people believe that his goods are as excellent in quality, as new in style and as low in price as those of his competitors. This is by far the easiest advertisement for an inexperienced writer to prepare. It is, in fact, a repetition of a man's business card and sign. Whether it is as profitable to him as the other style would be, is a question to be decided by each merchant, and the methods of newspaper advertising adopted by his competitors will influence him in his decision, for, as a general rule, it may be said that every merchant should advertise differently from others. The general announcement in a paper strikes the needs of every person who is in need of anything in his line, as, for example, a statement that John Yardwide carries a complete stock of dry goods, conveys the information to the person who wants a dress pattern, a bolt of cotton, or any one of a hundred other things usually carried in a dry goods stock, that there is a possible place to secure what may be wanted. It is, in fact, but one of many means to keep the name of the merchant constantly before the public.

For the specific descriptive style, it may be said that it differs from the method previously described much as the rifle differs from the shotgun in its effect. This method of advertising, in order to be most successful, premises that the merchant's name and business are already pretty well known to the readers of the paper in which his advertisement appears. If they are so known, the fact of his advertising umbrellas only will not mislead any reader into the belief that umbrellas are the only goods he sells. Having established his name and his business, the specific descriptive style of advertising offers an opportunity for a man to work off certain lines of his stock as leaders, his special announcement being of such a character as to attract people in need of the particular article advertised, as well as to appeal to that large class of persons known as bargain-hunters, who will buy a thing just because it is cheap.—*American Storekeeper*.

It is the patronage of the discriminating public that constitutes that which is called "reputation" in business.—*J. W. Thompson*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS,

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 20 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue.

NEW YORK, NOVEMBER 1, 1889.

A LYING advertisement is a failure even though it may effect a sale.

UNDOUBTED merit and thorough underpinning are both essential to permanent success.

No business man is fully acquainted with the news of the day until he has read the advertising columns of his paper.

A HABIT of providing for the future is a great secret of success in business. When a job or an order comes be prepared to fill it.

A RIDICULOUS, inflated, pretentious advertisement disgusts and repels the reader, while a sensible, concise, simple one carries conviction.

PEOPLE seldom buy "off-hand" as the result of an advertisement, unless the merits of the article are presented in their most favorable light.

ADVERTISING is expensive; so is working a gold mine. The mine and the thing advertised must be good or the outcome will not cover the outlay.

THAT newspapers do wrong occasionally is an indisputable fact, but the amount of good accomplished by them will outweigh the harm many times.

IF the statements in an advertisement are put awkwardly, are pointless or illogical, the reader will probably not be impressed with a high idea of their truth.

THE man who pretends not to believe in the value of advertising is generally the very first one to complain about anything in the papers that does not please him.

AN unknown writer once said, "God and his own conscience settle liberally with an honest man." The honest advertiser will also be well paid in another way—in cash.

A NEWSPAPER advertisement is a guarantee of earnestness. No man ever inserts one save for strictly business reasons, and though he may lie about the quality of his goods the sincerity of his wish to sell them is apparent.

A SPECIAL agent is thoroughly informed concerning the merits of his paper, and if the paper has special features he is sure to mention them when talking to his customers; these special qualifications allow him to use arguments not generally employed by the general agent. Many of the larger newspapers employ special agents, New York City alone containing more than forty; a list of these will be found in another part of this issue.

"WHATEVER any man can write, surely I may read," said dear, kindly, patient old "Elia." Lambs, however, are scarce in these days among newspaper readers, who are mostly wolves in the sense of their desire to snatch at the most good at the least cost of time and money. Gentle Charles brought leisure and conscience to the perusal of his cherished black-letter folios, but the advertiser has his eye on nimble Jack with his folio newspaper, hastening and ravening for pointers and bargains, and will take care to shape his advertising compositions so as to command rather than entreat their perusal. "Whatever every man must read, surely I will write," is the advertiser's paraphrase of the essayist's benevolent ejaculation.

FRAUDULENT NEWSPAPER
DIRECTORIES.

AN OLD TIME ABUSE.

He will each year send out his circular to each publisher in the country asking for a correct statement of his circulation, and at the same time solicit an advertisement for the coming directory. The real circulation given, the publisher has a right to expect that he will not be misrepresented in the rating of his circulation in the directory, which this agent guarantees to be perfectly reliable. But woe to his calculations if he fails to place his "ad." in that directory, for his circulation is much more likely to be cut from forty to sixty percent. below what it really should be than to be correctly reported, and as he does not receive a copy of the said directory, the publisher is none the wiser, unless he happens to see it from some other source, or receives an offer for space based upon the rating given by this fraudulent agent.—*President Folsom, Arkansas Press Association.*

The enormous variances in circulation ratings among the several so-called newspaper directories have long been a vexation and people will not be pleased to hear of the new source of distrust.

It would be a proper and a serviceable thing if President Folsom should collect the proofs of the true circulations of the misrepresented Arkansas papers and submit them to the public, along with the ratings of the offending directory, the name or title of which should also be mentioned in order that its publishers should be put to their defense, if they see proper to enter the lists. This journal is open to both sides in a matter that so much concerns the interests of newspaper advertising.

NEWSPAPER advertising may be compared to a vigilant and watchful salesman, who goes after business early and late, who accosts the lawyer in his office, the student in his study, the retired man of wealth at the family fire-side, who can be in a thousand places at once, and address a million people each day, saying only the right thing in the right place and at the right time.—*J. W. Thompson.*

THE use of auxiliary sheets or stereotype plates should really be an advantage to any publisher, for the reason that the class of matter supplied is better than could be gotten up in an ordinary weekly newspaper office, the editorial work is more careful, and the selection of matter more varied. It is an economical method of giving readers excellent reading matter.—*American Press.*

A New York corporation, which undertakes to conduct a business as "contractors for the preparation and management of complete and thorough advertising," has taken occasion to issue the following circular letter to daily newspapers:

NEW YORK, Oct. 14, 1889.

We desire to call your attention to a special matter, and one which certainly deserves your careful attention. During the month of June no less than four of the leading daily evening papers of this country came to this office with two (2) editions, one in which certain advertising appeared and another in which it was omitted. We do not believe that in any one of these four cases there was any deliberate intention to defraud, but it shows that the mechanical and clerical department, even in the best papers, is not sufficiently under the inspection of the proprietors of the papers. If a foreman or advertising clerk neglects to insert an advertisement in any one edition on the day in which that advertisement is to appear, and conceals this fact from the management, thus putting the paper in a most unenviable light known to journalism, temporizing with such foreman or clerk should be out of the question, nor should any system be tolerated which does not promptly check or correct such error. We write you this frankly and fully, not because we feel that there is or will be any such oversight in your office, but because we are alarmed at these revelations coming to us as they have, and feel it our duty to make these facts known, and thus forestall the possibility of such errors in other papers. If advertisers become suspicious of papers running several editions during the same day, it will become difficult to secure their advertising for those papers, or having secured it, to convince them it has appeared without separately checking each and every edition.

"DEALERS who are many years behind the spirit of the age sometimes advance the absurd argument that by not advertising they save that expense to their customers, and perhaps make some of their customers believe it; yet when it is remembered that in every community the most successful dealers are those who use printer's ink judiciously, the folly of this argument is apparent. If by spending \$50 or \$100 a year for advertising (which is a reasonably large sum in the smaller towns and cities), a dealer can sell \$500 or \$1,000 more, it is a good investment; and if he advertises with judgment, he will increase his sales largely over these figures. There are retail shoe dealers in every large city who spend thousands of dollars yearly in advertising in the papers. It certainly pays them, and no one complains of paying more for shoes at these stores than at those which never spend a dollar for advertising."—*Shoe and Leather Gazette.*

HUBBARD, OF NEW HAVEN.

The New Haven *Register*, of Oct. 20th, announces that Harlan P. Hubbard has severed his connection with the H. P. Hubbard Advertising Agency, having obtained a situation which he considers better than plodding along in the advertising business as he has been compelled to conduct it for the past few years. The *Register* says that the career of Mr. Hubbard in New Haven City has been watched by business men with considerable interest, and that the proprietors of "Rough on Rats," and several other familiar advertisements, owe their success largely to Mr. Hubbard's ingenuity. The *Register* further states that Mr. Hubbard has met with reverses, as the records of the Probate Court will show, but amid them all he has maintained a bold front.

We have yet to be much impressed with the various methods under which merchants give away articles of more or less value and charge the cost up to advertising account. A clothier in Allegan, Mich., gave every boy applicant a caliope, and the town was driven frantic with noise. A firm in Holyoke, Mass., gave away one thousand handkerchiefs, at an expense of \$30 or \$40, probably. In Bridgeport, Conn., flying-tops were presented to every boy between six and fourteen years old. In Benton Harbor, Mich., a dealer gave a polo cap to every boy who brought him a bouquet of flowers on Saturday morning, the flowers being given to the churches the next day. All these schemes are attractive in a certain way, but there are drawbacks to them which merchants do not generally recognize. If his money is expended in newspaper advertising, the cost of which the public has little idea, the opinion created is that the merchant is an enterprising man and deserves patronage.—*American Storekeeper*.

A FIRM of bootmakers, says the *Waverly Magazine*, have hit on a novelty in the advertising line which must possess attraction for snobs. They announce "best boots and shoes, made on selected lasts of the following gentlemen, perfect feet only having been chosen for stock models." Then follows a list of the owners of these perfect feet in assorted sizes, including a distinguished collection of eminent names.

THE PRINTER'S WOOING.

The printer told of the "galley" loved,
To his friend both tried and true;
Yes, Ed., it may seem "comma"—cal
But I'll give the "case" to you.

Her eyes are "Diamond," teeth of "Pearl,"
Her lips are "read" and ripe;
There's "Non-pareil"—excuse my French—
Of beauty she's the "type."

She's hardly ever "out of sorts,"
In fact, she's good as "pi,"
She's got "a-gate" that cuts a "dash"—
My praise she'll "justify"

You ought to "semi-colon" her,
I "set up" with her at nights,
Her "form" "locked" in my fond "m-brace"—
She calls that woman's rights.

I've got her "solid," and, you bet
I'll "stick," she's got the "quoin,"
I'm "going to press" my "chase" until
Both heart and hand we join.

A NEW YORK daily paper says that the windows of the restaurants on the east side of New York frequently contain startling sights that are the result of the genius of the proprietors. They illustrate what may be termed "restaurant advertising." Two cloves and five toothpicks can make a lemon look like a hog, the shells of lobsters and crabs can be weaved into many quaint and horrible shapes, and two forks, a cork and a needle can be made to revolve constantly upon a minute point. These are considered attractions, and a man who is prolific of such devices can always find work in these restaurants. There are also men in this city who make a living by visiting the various saloons and decorating the mirrors with a piece of soap. They are artists in their way, and can produce country scenes, ferocious fights and portraits of eminent men in a few minutes. Of course, this renders the mirror useless so far as its original purpose is concerned, but it is odd and causes remarks, and remarks are apt to lead to the all-important question of "What'll you have?"

ADVERTISING in the best periodicals has a permanent influence which remains always at work, because it is mainly addressed to an intelligent audience, who are of business habits and appreciate a business statement. The value of an advertisement is not so much for its size or the frequency with which it is printed, but in the completeness with which it supplies the desired information to the reader.—*J. W. Thompson*.

LARGE USERS OF PAPER.

The Century Company consumes about two hundred tons of paper each month, and their paper bill is nearly \$300,000 annually. Harper Bros. use about 25,000 reams annually for their papers and magazines, in addition to large quantities of book paper for their other publications. The Arkells use 30,000 reams a year for *Frank Leslie* and *Judge*, while *Puck* requires about 12,000 reams. The publishers of the *New York Ledger* buy 10,000 reams at a time.

The *Ladies' Home Journal*, of Philadelphia, annually uses \$250,000 worth of paper, and the *Youth's Companion*, of Boston, contracts for 50,000 reams every year, worth nearly \$300,000.

Among the patent medicine manufacturers, the paper bills of the *Hop Bitters* people will amount to \$300,000 per annum; and C. I. Hood & Co. contract for 20,000 reams of machine-finished book paper.

THE man who for a year lives in one community and leads a reputable life, even though he be of moderate ability, will grow in the confidence and esteem of his fellows. On the same principle a newspaper advertisement becomes familiar to the eyes of the readers. It may be seldom read, still it makes the name and business of the man familiar, and its presence in the columns of a paper inspires confidence in the stability of his enterprise.—*P. T. Barnum*.

It is easy to show that a three-inch advertisement by the year will cost much less per thousand for its circulation than any method of distributing circulars. If a tradesman could get his circulars free he could not get them before the public for twice the price that his advertisement costs him. Circulars have their use, and this is no argument against their value, but a simple comparison showing the extraordinary advantage which the newspaper affords the advertiser.—*Rome Sentinel*.

IF THE ready-print houses and the stereotype concerns in the United States should stop doing business tomorrow, over four-fifths of the papers in the United States would either have to reduce their size or suspend publication.—*American Press*.

LET us imagine an advertiser of average intelligence preparing to address the public in the exercise of his craft, and see to what points he directs special attention in order that he may apply his strength with advantage. He may be assumed to know that, though success may occasionally be achieved by a lucky hit, yet the certainty of it, tested by a large number of instances, can only be achieved by a scientific use of his resources. Accordingly, he takes care first that his advertisement may be well timed. He has gathered, we may suppose, from a variety of indications the existence of a want, as yet vaguely felt and giving promise of further development. To this latent want he promptly gives an explicit and definite expression, and embodies the means of supplying it in an attractive form. If he can pointedly express, and adequately relieve the want at the moment when it reaches the highest point, a moderate amount of ingenuity will insure success. In a word, the opportunity often wins for the writer or speaker an amount of attention which might never have been conceded to his reasoning.—*The Modern Advertisement*.

READ the following plans for advertising and then don't do it that way. Have your card in the hotel register by all means. Strangers stopping at a hotel for a night generally buy a cigar or two before they leave town. Print in the blackest ink a great sprawling card on all wrapping paper. Ladies returning from a shopping tour like to be walking bulletins, and if the ink rubs off and spoils some of their finery, no matter. If an advertising canvasser wants your business advertised in a fancy frame at the depot, pay him about two hundred per cent. more than it is worth, and let him put it up in there. When a man has three-quarters of a second in which to catch a train he invariably stops to read depot advertisements. Don't fail to advertise in every circus programme. It will help the circus to pay its bills. A boy with a big placard on a pole is an interesting object on the street, and lends a dignified air to your establishment. Advertise in a calendar. People never look at a calendar to see what day of the month it is. They merely glance hurriedly at it so as to be sure that your name is spelled without a p.—*Moberly Monitor*.

News and Notes.

In Japan, it is said, authors pay their publishers themselves, claiming that they do not mind losing by their own works, but they will not permit another person to make money by them.

A daily paper called the *Petit Figaro de la Tour Eiffel*, is issued from the top of the Eiffel tower, at the Paris Exposition. All the work, such as editing, type-setting and press work is done at an elevation of 1,000 feet from the ground. The papers are in great demand as souvenirs.

It is said that the affairs of Belford, Clark & Co., have been straightened out and the firm is about to resume doing business.

It is stated that the New York *Ledger*, which for thirty years has never inserted advertisements, will again admit them to its columns. The paper will be made up in a form similar to *Puck* and *Judge*, and no advertisement for less than a quarter of a page will be accepted.

The following, says the *American Lithographer*, are literal translations of items that recently appeared in the *Oesterreichisch-Ungarische Buchdrucker-Zeitung*, of Vienna, Austria:—"The American advertisement is climbing to a giddy height. The newest invention comes from Omaha. An advertising agent there has published a prayer book, which he gives away at all church doors, on the right side of which is the text of the prayer, and on the left side a printed advertisement." "In Chicago the municipal government has adopted the plan of a speculator, who, by paying a large sum of money, has the government place his advertisement on the backs of the policemen."

The New York *World*, to "encourage thinking" in journalists and others, offers a prize of \$1,000 for the best original idea or suggestion available in any department of the *World*; \$500 for the next best; \$250 for the largest number of suggestions and \$100 for the next largest number. In addition to these, \$250 is offered for the best editorial on any subject, and \$100 for the most original and suggestive account of an imaginary visit to the World's Fair in 1892.

You can now "drop a nickel in the slot," and get a little paper-bound novel worth about one cent. The arrangement is a device of the "Tourist's Delight Publishing Company" of New York.

"Kellogg's Lists," issued from the Eastern Office of the A. N. Kellogg Newspaper Co., is a catalogue of the 1807 newspapers embraced in the various lists of that company, and gives full information regarding them. It also contains fac-simile reproductions of autograph letters from ninety-nine representative American advertisers, each indorsing the lists as valuable advertising mediums. The letters are nearly all accompanied by Moss-type portraits of their writers, made expressly for this edition; these, in connection with the letters, constitute an attractive feature of the book. The little volume itself, tastefully bound in white leatherette, with gilt lettering and edges, is an attractive specimen of fine press-work.

The following is the highly original notice printed on the envelopes used by a Western newspaper:

If he or she, as the case may be, can't be found, please return, unopened and unrobbed, to

The Puyallup Commerce!

A Rag that Cheers, but Don't Make Drunk.

Only paper west of the Rocky Mountains that uses Dogfish Oil on its Sweatpower Press. It has the Largest Circulation—so has the New York *World*.

J. W. REDINGTON, PROP., PUYALLUP, WASH. TER.

It is asserted that the northernmost paper in the world is the illustrated Esquimaux paper, *Atuagaglutit*, published by the Esquimaux poet, L. Moller, at Godthaab, a Danish colony on the west coast of Greenland, 64° north latitude.

A State Press Association has been organized in Virginia. J. A. Pugh, editor Roanoke Daily *Herald*, is President, and J. B. Fiveash, of the Norfolk *Ledger*, is Secretary and Treasurer.

Mr. Joseph Pulitzer, proprietor of the New York *World* has founded sixty permanent scholarships for poor boys of the public schools of this city. Twelve boys who have completed the grammar school course will be selected each year, and to each of them is to be given a scholarship of \$250 a year for five years.

In Paris, says the *Canadian Journal of Fabrics*, whenever a local shopkeeper advertises to sell goods "at cost," a Government official, detailed for the purpose, promptly swoops down upon him, and makes a careful inspection in order to satisfy himself that the merchant is carrying out what he advertises. If the latter is detected in fraud an adequate punishment is promptly meted out to him. They don't deny a man's right to sell his own property at less than cost if he chooses, but he must not publish any lying advertisements.

The "Advertisers' Syndicate," of New York City, announce that they will supply advertisers with specially prepared illustrations made to suit any particular line of trade, also that they will send out weekly to each of their patrons fifty or more specimens in his line, clipped from the newspapers; thus helping writers of advertisements in their efforts to produce attractive novelties in their advertisements.

Colored paper covers for the better class of weeklies are steadily growing in favor: they are supposed to improve the publication in every way.

SHOWALTER, Idealist, 25 Haymarket, Chicago, "Ads." prepared,—with sense, art. Inquire.

A SPLENDID MEDIUM—OUR YOUTH.

An illustrated sixteen-page weekly. Rate, 20 cts. per agate line, each insertion. Discounts for time, or for amount. Only two pages of advertisements. Circulates everywhere, among the best families. Circulation guaranteed. For sample copies, estimates, &c., address C. P. CHENEY, Advertising Manager, care of Hunt & Eaton, Publishers, 805 Broadway, New York.

WITH DICK'S MAILER, in 10 hours, each of six Experts, *unaided*, fits for the mail-bags **20,000 Inter-Oceans**, 3 a second have been stamped. Undying list "Rights" are *one cent* for every address in weekly average; a mailer, \$15.25. *No agents*. Get your *send off* by writing to inventor, Rev. ROBT. DICK, Buffalo, N. Y.

THE NEW YORK PRESS; Daily, Weekly and Sunday: The Press was first published Dec. 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the **NEW YORK PRESS**.

JUDGE, NEW YORK CITY. Weekly. Illustrated. Everybody knows about it. All large advertisers use it. A trial will convince any one of its merits.

THE SAN FRANCISCO

Evening Bulletin,

ESTABLISHED 1853,

CIRCULATION, - 17,000.

Is the leading *Evening Journal* in circulation and influence west of the Rocky Mountains.

It is Valuable to Advertisers

for the following reasons:

It has a long-sustained circulation among a prosperous class of readers, who have learned to appreciate its special value.

Every page contains fresh telegraphic or local news, affording every advertisement in its columns a good position.

The Weekly Bulletin

CIRCULATION, - 20,000.

Is the largest and best weekly newspaper published in the West, and is in every respect a first-class Family paper. For rates and sample copy address

The Bulletin, SAN FRANCISCO.

Or F. K. MISCH, Eastern Manager,

New York Office, - - - 90 Potter Building.

THE LEWISTON JOURNAL

Has a larger circulation than any other political paper in the State of Maine. The *Evening Journal* issues three editions daily. The *Weekly Journal* has an actual circulation of more than 15,000 copies, and is the only secular paper in the State to which the American Newspaper Directory gives the "Bullseye" (☉).

To advertise thoroughly in the City of Lewiston advertisers MUST use the *Daily Journal*. To advertise most economically over the entire State of Maine every advertiser is obliged to use the *Weekly Journal*.

Complete files and advertising rates may be found at the office of Geo. F. Rowell & Co., 10 Spruce St., New York, who are the special agents for the Lewiston Journal.

COLORING INKS for Type-writer Circulars.—We manufacture **Inks** for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Provisional Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

OVER

A Million Each Issue!

**The Great Leaders
Of the Leaders.**

ALLEN'S LISTS.

My December (Christmas) issues will be specially attractive; they will be preserved carefully and loaned around, for six months—AND MORE.

SPECIAL.

I shall, as usual, hasten the mailing of December (Christmas) issues, in order that advertisers may receive, for their efforts, the full benefit of the **Holiday Trade**. Along the first of December the various editions will nearly all be in the hands of the people, and the balance will reach their destinations directly thereafter.

600,000 to 700,000 Will be Mailed before December First.

FACT: Each month, the periodicals of Allen's Lists reach over one million two hundred and fifty thousand families, who live mainly in the villages and country districts.

FACT: Circulation each month **over** . . . 1,000,000 copies.
The **borrowing demand**, in country districts, for such first-class periodicals as constitute Allen's Lists, is known to be enormous, and I have the best of evidence that each month it **exceeds** - - - - - 250,000 copies.
Total number of families reached each month, **over** - - - - - } **1,250,000**

FACT: 95 per cent. of the circulation of the periodicals of Allen's Lists is in the villages and country districts.

FACT: The periodicals reach all parts of every State and Territory.

Forms close for my December (CHRISTMAS) issues, Monday morning, November 18th, sharp.

**E. C. ALLEN, Proprietor of Allen's Lists,
Augusta, Maine.**

FOR THE HOLIDAYS!

The Grand Annual Holiday Edition of the

"POLICE GAZETTE"

will be No. 638, Published Thursday, November 21st, giving advertisers an opportunity to secure the Holiday trade.

With this Number will be presented, free of extra charge, an elegant double page Colored Supplement, illustrating

John L. Sullivan,

and his Battles in the Ring.

As a very large sale is anticipated, advertisers should not miss this opportunity of reaping gold.

No extra charge for space. Orders must be in by

SATURDAY NOON, NOVEMBER 16th.

Address all communications to

RICHARD K. FOX,

Editor and Proprietor.

Franklin Sq., New York.

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A Million Each Issue!
The Great Leaders
Of the Leaders.
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
The **OBJECT** of this **PAGE**
is to Impress on Your Mind
THE FACT

THAT THE
STANDARD-UNION

IS THE
Best Paying Advertising Medium
IN BROOKLYN.

It has all the elements of value; age, circulation, character and the public confidence and support.

The **STANDARD-UNION** gains ground in all directions, every day, and *advertisers appreciate the situation.*

 *Do not make the mistake that Brooklyn is "covered" by the New York papers. It is the Brooklyn evening papers that reach the homes and are read by the families of this third city of the Union.*

Sworn Average Circulation for 12 months ending Feb. 1, 1890, on file at
GEO. P. ROWELL & Co's Newspaper Advertising Bureau:

DAILY, 154,635. SUNDAY, 91,443. WEEKLY, 23,762.

Average Circulation October, 1889:

DAILY, 160,466. SUNDAY, 165,200. WEEKLY, 30,000.

**WHAT
THEY
SAY!**

The Leading PHILADELPHIA Daily Newspapers
 endorse the Magnificent Success of

THE ITEM

DAILY, SUNDAY, AND WEEKLY.

42 Years of Great Prosperity.

MR. GEORGE W. CHILDS:

The Proprietor and Editor of *The Ledger*, writes: "THE ITEM has entered upon its forty-third year. As it advances in years its strength and enterprise grow greater instead of less. Its general prosperity, its large circulation, its opulent advertising prove how it has advanced in popular estimation. THE ITEM, so long ago as when it was the *Ledger's* neighbor in Third street, was a favorite journal under the conduct of its present editor, Colonel Thomas Fitzgerald, though then he had not the valuable and important assistance of his sons, who have grown with its growth, imparting to it much of the attractiveness which is the source of its popularity. From that time THE ITEM's progression to a more elevated standard of literary merit, along a road of greater usefulness to the goal of assured pecuniary success, has been marked and continuous. The 42 years of THE ITEM's progressive life represent, besides personal ability and integrity, something more than a large circulation and generous advertising patronage; they represent large expenditures of thought, labor and money. These Colonel Fitzgerald and his sons have brought to the never easy task of making a GREAT DAILY NEWSPAPER."—Oct. 10, 1889.

MR. CHARLES EMORY SMITH:

The Editor of *The Press* writes: "THE ITEM celebrates with the enthusiasm of youth its forty-third anniversary. It is receiving many congratulations and is proud of its prosperity. THE ITEM is probably the most successful newspaper in the whole country."

COL. A. K. McCLURE:

Writes in *The Times*: "Our contemporary, THE ITEM, yesterday celebrated its entrance on its forty-third year by a double sheet, illustrating its growing prosperity. It has one of the best-equipped establishments in the city, and everything about it indicates a high degree of journalistic success."

COL. CLAYTON McMICHAEL:

The Editor of the *North American* writes: "The results of ability, energy and liberality could not be better demonstrated than in the marvelous growth of THE ITEM, and we take much pleasure in congratulating the Messrs. Fitzgerald, to whom this success is entirely due. THE ITEM owns the building in which it is published, and that building is thoroughly equipped for its purpose. Its presses, built by R. Hoe & Co., of New York, are the finest in the world; the cost of the big quadruple "Geraldine" being \$65,000 and the "Colonel" \$40,000. THE ITEM has two stables for its exclusive use, and runs for the Rapid Delivery of its papers twenty-one Red Wholesale Wagons, on which THE ITEM is conveyed to all parts of the city. Every reader of *The North American* must be familiar with these conspicuous and handsome vehicles, and we are certain there is no part of the city so remote that the cry of the newsboy selling ITEMS is not heard. The publishers of THE ITEM are now striving to attain a daily and Sunday circulation of 300,000 copies. There has been a good deal of enterprising newspaper management in this country, but nowhere any that has shown more marked results than THE ITEM, while its advertising pages show that the advance has been equal there. Push, perseverance and pluck have all been factors in this great building up of business, and they have been supplemented by sagacity, skill and solid hard work."

MR. WILLIAM M. SINGERLY:

The Proprietor and Editor of *The Record* writes: "The other day our sprightly contemporary, THE ITEM, celebrated its forty-third anniversary. Like our native plants of the forest, THE ITEM grows better and bigger and stronger with each succeeding year. May it stand sturdily as ever through all coming time."

SPECIAL OFFER: For ONE DOLLAR, cash with order, I will run four replies have been received by one advertiser who gave a similar order.

S. C. BECKWITH,

Sole Agent Foreign Advertising.

48 Tribune Building, New York.

509 "The Rookery," Chicago.

THE
Three Telegrams
OF
Known Circulation.

The combined weekly issue being

Over 242,000!

Covers all the interior Cities and Towns of the

STATE OF NEW YORK

And a very large portion of

THE STATE OF PENNSYLVANIA.

Elmira Telegram, - - - 165,892
Harrisburg Telegram, - 42,000
Albany Telegram, - - - 35,000

Read by

OVER ONE MILLION PEOPLE

Every Week.

A. FRANK RICHARDSON,

SPECIAL REPRESENTATIVE,

567 The Bookery, Chicago. 14 & 15 Tribune Bld'g, N. Y.

100,000 FARMERS

—IN—

**WISCONSIN,
MINNESOTA,
DAKOTA.**

The first week in December we shall issue our annual sample double number of THE WEEKLY WISCONSIN. It will be carefully mailed, post-paid, to 100,000 Farmers, besides the regular edition to subscribers. This number will be read by 1,000,000 people. It will be beautifully printed, on fine white paper, and illustrated advertising cuts will appear clear and plain as book-work.

For this special edition we will accept a limited number of advertisements at the following rates:

Reading Notices, per line, - - \$1.00

Advertising, per inch, - - 5.00

No extra charge for double columns or display.

It will pay you to try this edition, we are confident. Address

**CRAMER, AIKENS & CRAMER,
MILWAUKEE, WIS.**

Miscellanies.

THE LATEST MUSEUM FREAK.

He looked as if he had met his doom
As he sat on the platform chair;
His doleful face was clothed in gloom,
And he bore the marks of despair.

The ragged clothes hung down in strands,
On a frame that had once been stout;
He nervously rubbed his pale, lank hands
As the spectators moved about.

"This way, gents," the lecturer said,
"This freak is our latest prize,
A man who wishes that he was dead
For he never would advertise."

—*Clothier and Furnisher.*

Jack—I see that Rosamond Footlights has added fifty dozen silk stockings to her wardrobe.

Dick—Sort of a display ad., I suppose.—*Puck.*

Some men try advertising as the Indian tried feathers. He took one feather, laid it on the board and slept on it all night. In the morning he remarked: "White man say feathers heap soft; white man — fool," —*Exchange.*

"You're a nice editor, Chubbs!"

"What's the matter now?"

"Why, you say 'the publisher of the *Daily Voice* is an unmitigated ass.'"

"Well, he is!"

"But you add, 'we advise our brother journalist to reform his stupid ways!'" —*Chicago Ledger.*

Western Land Agent—I wish to withdraw my big advertisements of city lots for sale in Riverside Addition.

Newspaper Editor—Eh? What's the matter? Don't you consider my paper a good advertising medium?

"Oh, yes, the paper is all right; but I don't care to attract attention to those lots for a while now. We are nearing the season of the year when that land is generally under water." —*N. Y. Weekly.*

"Our paper is 'two days late this week,'" writes a Nebraska editor, "owing to an accident to our press. When we started to run the edition on Wednesday night, as usual, one of the guy ropes gave way, allowing the forward gilderfuke to fall and break as it struck the flunkeropper. This, of course, as any one who knows anything about a press will readily understand, left the gang plank with only the flipap to support it, which also dropped and broke off the wapperchoke. This loosened the fluking between the ramrod and the fibbernatcher, which also caused trouble. The report that the trouble was caused by over indulgence in intoxicating stimulants by ourself is a tissue of falsehoods, the peeled appearance of our right eye being caused by our going into the hatchway of the press in our anxiety to start it, and pulling the coupling pin after the slabung was broken, which caused the dingus to rise up and welt us in the optic. We expect a brand new gilderfuke on this afternoon's train." —*Chicago Tribune.*

Humorist—I suppose this little joke will go at regular rates if accepted?"

Editor—Yes, I guess so. It is too old to travel for half-fare any longer." —*Terre Haute Express.*

"You say you are suffering from a cut."

"Yes, sir."

"In what battle was it received?"

"Well, it wasn't in any battle; but I was rather prominent in the recent Gettysburg celebration, and one of the newspapers printed a—"

"Wood-cut?"

"Yep."

"I appreciate your sufferings, sir, but I can do nothing for you." —*Harper's Bazar.*

"Goodby, my boy. Remember the advice of Polonius."

"Oh, yes, I know—'don't be a clam'—I won't." —*Munsey's Weekly.*

Jill—I wonder why they make the magazines so stupid nowadays?

Jack—I suppose it is to make the advertising pages more attractive by contrast.—*Puck.*

A Chinese newspaper has entered upon its two thousandth volume. It has lost pretty much all its original subscribers.—*Artist Printer.*

An editor wrote a headline, "A Horrible Blunder," to go over a railroad accident; but though it was the printer's fault that it got over the account of a wedding, the editor was the man thrashed all the same.—*Exchange.*

Editor of Daily Newspaper—Is this poem original?

Poet—It is; why?

"Nothing, only it doesn't seem to mean anything. (Suspiciously): You are n't trying to palm off an old monthly magazine poem on me, are you?" —*Time.*

"What are you doing now, Gus?" said one young man about town to another.

"Oh, I write for a living."

"On the daily press?"

"No; I write to father about twice a month for a remittance." —*Merchant Traveler.*

IT MELTED US.—It is well known all over town we have held a mortgage for the last three months on the entire outfit of our contemporary. It covers everything but his own worthless carcass, and can be foreclosed any minute. This being the case, we are often asked why we don't take possession when that blotch on journalism refers to us in such endearing terms as "jackass," "liar," "hypocrite," and so forth. We did go over one day last week calculating to turn him out on the sand hills, but he fell to weeping and melted us. While it seems hard for a man to be abused by his own property, we haven't the heart to kick away the barrel. And, besides, he runs such an abject apology for a weekly newspaper, that the *Kicker* receives hosts of compliments by comparison. We are not going to be mean with him—not unless he quits abusing us and tries to publish a good paper. —*Arizona Kicker.*